

Message Text

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PAGE 01 FUKUOK 00112 150425Z

16

ACTION EA-07

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FM AMCONSUL FUKUOKA JA

TO USDOC/WASHINGTON DC

INFO SECSTATE WASHINGTON DC 377

AMEMBASSY TOKYO JA

FIRSTMAW IWAKUNI JA

USDA/WASHINGTON DC

STATES

UNCLAS FUKUOKA 112

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJ: IN-STORE PROMOTION, IWATAYA

REF: FUKUOKA 084

1. IWATAYA DEPARTMENT STORE BRANCHES IN FUKUOKA, KURUME, AND KUMAMOTO HAVE NOW COMPLETED "HELLO AMERICA FAIR", ONE OF MOST AMBITIOUS STORE PROMOTIONS FOR UNITED STATES PRODUCTS YET HELD IN KYUSHU REGION OF WESTERN JAPAN. STORE OFFICIALS, COMMUNITY BUSINESS LEADERS, AND GENERAL PUBLIC HAVE UNIFORMLY REMARKED UPON SUCCESS OF THIS EVENT, WHICH WAS COMBINATION FOOD FESTIVAL

PAGE TWO RUADLTA6672 UNCLAS

(ASSISTED BY FOREIGN AGRICULTURAL SERVICE) AND CONSUMER GOODS PROMOTION (ASSISTED BY CONSULATE). STORE'S ACCOUNTING OFFICE IS STILL ASSEMBLING STATISTICS ON EVENT, BUT STORE HAS AGAIN EMPHASIZED TO CONSULATE THAT THE FAIR WILL RESULT IN INCREASED SALES OF NEW-TO-MARKET U. S. PRODUCTS ON CONTINUING BASIS.

2. FINAL PHASE OF CONSULATE'S EXTENSIVE EFFORTS TO ASSIST IN THIS PROMOTION OCCURRED MAY 23 AT OPENING OF WEEK-LONG KUMAMOTO PORTION OF EVENT. ECONOMIC-COMMERCIAL OFFICER AND COMMERCIAL SPECIALIST TRAVELED BY KUMAMOTO TO PARTICIPATE IN OPENING AND TO ASSIST WITH ARRANGEMENTS FOR MUSICAL PERFORMANCE BY 1ST MARINE AIRCRAFT WING BAND FROM MCAS IWAKUNI, JAPAN. BAND'S RENDITION INSIDE STORE, ON PLAZA AT STORE ENTRANCE, AND IN UNCLASSIFIED

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PAGE 02 FUKUOK 00112 150425Z

PARADE THROUGH DOWNTOWN KUMAMOTO DREW LARGE CROWDS, WAS

COMMENTED UPON IN PRESS AS EXCELLENT CONTRIBUTION TO U.S.-JAPAN
GOODWILL, AND CLEARLY WAS SIGNIFICANT CONTRIBUTION TO THIS
EFFORT TO INCREASE SALES OF U. S. GOODS. DISPLAY OF U. S.
PRODUCTS AT KUMAMOTO BRANCH WAS TASTEFUL, EXTENSIVE, AND
THRONGED BY CONSUMERS.

3. IWATAYA NOW ANTICIPATES SOME DELAY IN PROVIDING SALES AND

PAGE THREE RUADLTA6672 UNCLAS

ATTENDANCE FIGURES AND OTHER DATA WHICH WILL ENABLE CONSULATE
TO REPORT FULLY ON THIS EVENT IN AIRGRAM TO FOLLOW.

RICHARDSON

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